

Digimass

Digital Marketing Course

Learn • Grow • Succeed in the Digital
World

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What is Digital Marketing

Digital Marketing is the promotion of products or services using digital channels such as:

[Google Search](#)

Social Media

Websites

Email Marketing

Mobile Apps

Online Advertising



Why Learn Digital Marketing?

1. High-demand [career](#)
2. Work from anywhere
3. Freelancing opportunities
4. Start your own business
5. Increase online sales
6. Build a personal brand
7. Global job opportunities
8. Affordable learning with high ROI

Scope of Digital Marketing



E-commerce
Healthcare
Education

Real Estate
Finance
Travel & Tourism

Fashion & Beauty
IT & Software

Course Modules

Google Ads (PPC)
Social Media
Marketing
Content Marketing
Email Marketing
Website Development
AI Tools

Digital Marketing Course



Skills You Will Learn

Keyword Research
On-Page SEO
Off-Page SEO
Technical SEO
Google Ads Campaigns
Meta Ads
Social Media Management
Content Writing
Canva Designing
WordPress Website Development
Google Analytics
Lead Generation
Marketing Automation



Tools You Will Use

Google Analytics
Google Search Console
Google Ads
Google Keyword Planner
Canva
ChatGPT
SEMrush
Ahrefs
WordPress
Meta Ads Manager



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Thank you!

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